

The Tourism Logistics Transformation and Upgrading behind EC Enterprise "brutal growth"

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Abstract. With the barbaric growth development of Electronic Commerce, the volume, demand, carrier, upstream and downstream business of tourism logistics have a big business changes. Tourism logistics is facing socialization, networking, systematic and ecologicalization, "the last mile" and other new requirements. The paper is proposed four methods: to promote the third-party logistics and tourism logistics platform; points out the new marketing model development of "tourism goods + logistics"; to carry out micro-business operations; to create the wisdom of Tourism Logistics Ecosystem. We promote the tourism logistics services gradually from passive to active, and meet the increasingly personalized customer service need.

Introduction

Combined with some experts on the definition of tourism logistics, tourism, tourism products and related services required to reach the destination business activities in the time. According to actual needs, tourism logistics will combine transport handling, storage, handling, distribution, information processing and other aspects to efficient coordinate tourism enterprises and tourism enterprises at different times and region to achieve the most reasonable of the business activities logistics price.

With the rise of online shopping and other new formats such as Taobao, Tmall, VIP and other online consumption patterns posed a huge threat on the traditional physical store consumption patterns. Aliped, We Chat and other new marketing and payment tools for universal access to effective changed the original pattern of market competition, brought a huge revolution in the retail industry of goods, and gave birth such as tact, transit, rhyme and many other delivery logistics enterprises, but these E-Commerce provide transportation services, logistics enterprises in the "Internet + "Background. There had been a subversion of logistics information revolution to the traditional model, so Internet thinking also contributed to the field of tourism and logistics.

Commercial Logistics Business Branches behind "Savage Growth"

In the Internet economy, from Taobao to the independent development of the B2C are in full swing, creating e-commerce legend, orders of snow-chip-like overwhelmed, and tourism logistics also has undergone tremendous changes by the power of the EC.

Changes in tourism logistics. In 2015, domestic tourism reached 4 billion people, bringing tourism income of 3.42 trillion Yuan, respectively, an increase of 10.5% and 13.0%; inbound tourism number 134 million people, the international tourism revenue 113.65 billion US dollars, respectively, An increase of 4.1% and 7.8%; outbound Chinese tourists to reach 117 million people, tourism spending 104.5 billion US dollars, respectively, over the previous year growth of 9.0% and 16.6%. We can easily see only the changes in tourism, while ignoring the changes in tourism logistics. At present, tourism in the more developed regions or countries, tourism souvenirs to buy to bring the total revenue accounted for a large proportion of the tourism industry, usually in more than 45%, 62.3% in Singapore, the United States 58.5%, France 51.7% China's Hong Kong region has reached 50.3%, and some more developed countries in the tourism industry, its proportion reached 25%. More than one-third of these products are transported by land transport. The survey shows that most tourists choose to use third-party logistics to transport souvenirs that are not convenient to carry,

while the third-party logistics is the most popular among the high-income groups. Most of the remote areas of tourists for the shelf life of short, not easy to carry tourism products, have chosen to use third-party logistics delivery. And for the distance closer to the area, choose to carry and choose the proportion of the use of logistics and transport roughly the same.

Tourism logistics needs change. At present, travel agencies, tourists handling their own travel with the flow of people, logistics, goods flow, the flow of the process of convergence and coordination of various aspects of the increasing difficulty. In particular, tourism and transport operations only engaged in a single passenger business, there is no expansion of radiation to travel in the logistics business, the logistics resources are not the maximum efficiency of the operation. Even if the infiltration into the field of tourism and logistics operations, respectively, if the interests of different stakeholders to assume the various functions of the logistics, will result in unnecessary waste of resources and cost increases.

When the B2C business, the logistics business competition from B2B to B2C, when the O2O business, the logistics business competition turned to O2O, the logistics business always change the pace of change cannot keep up with changes in business sales model. In the face of Jingdong Mall, Alibaba, Suning O2O business, Shun Fang, Ryun and other logistics companies were passive reform. The contradiction between "barbaric growth" and "slow growth" of logistics makes the consumer's demand for online, offline and extended services more and more exuberant, which leads to the product display in the terminal community's physical store. , Online transactions, line fast response to the new mode of electricity providers. It is worth mentioning that: when part of the traditional logistics companies still hope to continue with the enterprise signed a fixed term logistics service contract, the tourism logistics has begun to light integration of transportation resources, adjust the layout of the signal.

Tourism logistics carrier changes. In recent years, the scale of tourism investment increased rapidly. Data show that in 2015, direct investment in tourism for the first time exceeded one trillion Yuan, reaching 1007.2 billion Yuan, an increase of 42%. Among them, the private capital investment in tourism accounted for 56% of the total investment.

According to the relevant survey, the flow of high-speed goods vehicles in 2013 fell by 25% year-on-year, semi-trailer sales fell by 27%, while the three links up, Shun Feng and other logistics courier traffic increased to 50% or more, which is important tourism logistics Carrier. The reason: on the one hand, the scenic area business enterprises, travel agencies, hotels, native products business operators and other tourism derivatives business formation of aviation, passenger transport, freight transport and other transport enterprises; the other hand, some powerful transport companies continue to expand business areas , Investment travel agencies, tourism shops, hotels and other tourism service enterprises. In this two-way interaction, the original passenger and freight resources are further integrated, and gradually formed a large number of independent operations, professional management of third-party tourism logistics enterprises, the survival of space to further expand, market competitiveness can be significantly enhanced.

Tourism, logistics and downstream business changes. The traditional thinking of industrialization emphasizes mechanization of production, expansion of industrial scale, build a large number of warehouse warehousing of goods, the formation of a variety of sales channels, in the absence of inventory prone to the situation cannot be completed transactions. Internet thinking emphasizes the development of the use of mobile Internet +, large data, cloud computing and other technologies, including the construction market, users, products, enterprise value chain, including new business ecology. With the "barbaric growth" of the electricity business, the future B2C, C2B, O2O will play a more important role, the Internet thinking will gradually replace the industrialized thinking. Upstream, the C-side will become the driving force, more and more urgent need to adopt information management, to break the boundaries between the media, with information instead of inventory, to meet the O2O experience and B2C customized services requirements; , Will promote the logistics industry to small quantities, multi-batch, high frequency direction.

For now, the tourism enterprises to rely on the orders generated by the flow of resources and information flow, travel logistics distribution requires a lot of investment, such as personnel, storage,

vehicles and so on. The speed of development of tourism logistics is still far behind the growth rate of information flow. Tourism logistics to adapt to the tourism upstream and downstream business changes, need to change from passive to active development, must be model innovation.

Development of electricity to the challenges of tourism and logistics industry

With the development of electric business, in the past to play a major role in the store, its function will be gradually weakened. The future, the line is the wireless end of the order, the line will become a logistics delivery. Tourism as a pillar industry of the service industry, tourism logistics will be the decisive factor affecting its development. How to adapt to the new requirements of socialization, networking, systematization and ecology, "last mile" convenient and quick will become the most realistic and direct challenge to the development of tourism logistics.

1. Modernization of tourism logistics system, the general trend of socialization.

With the emergence of new types of vehicles and new technologies, especially the application of modernized management systems in the logistics industry, the logistics will be more intelligent and intelligent. Tourism, logistics and the Internet, large data, strong combination of mobile Internet technology, and the trend is obvious,

2. Enhance the tourism logistics system, the degree of network urgency.

At present, China's tourism logistics system is strong in regional development and scattered, especially in different modes of transportation is difficult to effectively cooperate with, specifically in: coastal and inland areas of the transport system is not compatible with different modes of transportation between the information There is an obstacle to the exchange, can not be integrated on the use of transport resources. According to the needs of the development trend of the industry, the tourism logistics platform is not only the use of advanced technology to achieve the basic surface reconstruction, such as: integration of tourism industry tourism resources, providing travel booking services, should also information, supply concentration and distribution play a certain role. Only by fundamentally changing the whole supply chain can we completely solve the problems of high cost, poor collection, long cycle, and unsurpassed supply of first-class goods due to "scattered, disorder, small and poor" in tourism logistics.

3. Achieve industrial extension, industry linkage imminent

The development of tourism logistics is lagging behind the development of manufacturing, agriculture and trade service industry. This kind of development is slow, high-cost and lack of innovation. It is difficult to cooperate closely with these industries and promote each other. With the Internet business model under the "barbaric growth", so that tourism and logistics more easily penetrate into the "food, shelter, travel, shopping, entertainment," and other industries. Need to emphasize is: "Internet +" based on the information technology, not simply take the platform, build websites, develop APP, but need the power of the mobile Internet to achieve operational management, financial payment and other information sharing, Different industries to integrate. In the future, tourism logistics may be free, but from the extension of tourism logistics industry can bring revenue for the enterprise. Internet tourism logistics enterprises in the "Internet +" areas of in-depth exploration, while maximizing the distribution efficiency and user experience, will be in the Internet tourism and logistics to open up a new world.

4. Solve the "last mile" problem is imperative

The "last mile" of tourism logistics should include the "last mile" and "the first kilometer" of traditional logistics. They involve not only the commercial value of tourism logistics, but also for the future business user portal, large data, O2O experience contention. Electric business enterprises to the three four-city tourism had brought new changes in the field of logistics in the breadth and depth of extension, to a certain extent, narrowing the gap between rural and urban living standards. At present, the transport of tourist souvenirs is only in the tourism souvenir suppliers, wholesalers and retailers between the transports, travel souvenirs due to carry difficult, high cost, low efficiency, as a constraint to such a major bottleneck in tourism economic development. "Last mile" directly related to sales terminals how to more convenient and more efficient delivery of goods to the logistics system,

but also related to how remote consumers through the multi-antenna, high-performance, low-cost travel logistics system to get the desired travel goods and consumption Experience the process.

Electricity business enterprises "brutal growth" under the context of tourism logistics transformation strategy

At present, e-commerce, micro-business, Aliped and other emerging and widely used, and gradually change our consumer behavior and habits, tourism and logistics needs in the development model, operating system, marketing rules and other reforms to enhance competitive advantage.

1. Development the new model of "tourism goods + logistics"

Tourist flow reflects the intrinsic relationship between tourist source and destination, while tourism logistics mainly reflects the movement of goods, storage, packaging, loading and unloading and other flow processes and the subsequent information processing activities in tourism activities . Therefore, in the actual tourism management, it is not necessary to enforce the consistency of tourism logistics and tourist flow. Third party logistics can be applied to the transportation of tourist souvenirs by separating the logistics route from the passenger flow route, so as to realize the separation of tourist flow and tourist logistics.

In the tourist area to carry out "tourism goods + logistics" new marketing model is a perfect existing tourism logistics. First, the sale of tourist souvenirs to tourists is a tourist souvenirs and direct delivery to the home of the "stacked fight" services, tourist souvenir shop in the choice of goods, but also choose the logistics services, selected goods in the scenic area can be Directly through the third party logistics destination tourist souvenirs, eliminating the need for intermediate links and transportation costs; Second, to provide more convenient way to buy tourists, desire to buy and demand can be better met, tourism products suppliers Can reduce the use of assets to achieve lower costs and expand sales targets, and then win a broader market space; again, goods flow and passenger flow separately, can bring convenience to passengers, driving the biggest advantage is the ease of flow of objects , For long-distance travel, travel souvenirs to carry is no longer a physical burden of economic burden.

2. Create a third-party logistics and tourism development and mutual penetration of the logistics capacity of the pool and platform

At present, China's logistics market logistics functions only limited to the transport and warehousing two aspects, not really aware of the positive impact of the development of third-party logistics. Tourism logistics and transport enterprises can contract carriers, free vehicles, owned vehicles, rental vehicles, a large number of different forms of social capacity within the scope of integration, the formation of capacity pool, change the past contract model for the internal capacity of the line management . Logistics enterprises can provide tourism enterprises through the logistics park, highway port, express delivery, transportation resources, logistics, taxi and other platforms profit. At the same time, the logistics platform enterprises in the transformation of reference Alibaba model, millet mode and 360 mode, so that many industries and traditional tourism industry integration, the formation of the Internet team, Internet logistics trading platform, the Internet integrated logistics park coordinated development of business ecology.

3. Development of tourism logistics business + micro-business operations

Micro traders can sell goods, you can also sell services. In essence, the micro-business is the use of crowd sourcing thinking, the traditional tourism business gradually personalized to form a business for all, all marketing, all services, and mobile Internet business. Tourism products not only in the tourism shop to buy, but also through the service micro-business to buy, but all need to complete the distribution of logistics channels. Micro-letter public platform to play the media function, to carry out We Chat platform and the depth of tourism and logistics cooperation, can improve the tourism consumption experience at the same time; effectively reduce the opportunity cost of tourism consumption. For example, the micro-business will need to send the goods photographed upload, and fill out the relevant address information, waiting for the logistics company bidding delivery, improve delivery efficiency.

Micro-business operators can enrich the tourism logistics business model for tourism logistics to bring more lucrative benefits. First, the micro-business areas of the brand has a strong social attributes, micro-business operators can make each consumer and related personnel have become the spokesman for the brand, to achieve service branding, brand personality. Secondly, the micro-business can develop an Internet-based logistics team, logistics entrepreneurs to establish their own Internet circle, and to this circle as the center, the collection of more power for enterprises to establish new social relations, to achieve full participation. Again, the era of micro-business, enterprises strive to improve service standards, and is committed to its development as the industry benchmark for the industry endorsement. What is more, micro-business operation is also conducive to attract the financial industry to join, boost tourism economic development, and promote economic restructuring and upgrading.

4. Construction of intelligent tourism logistics system

The intelligent tourism logistics is the integration of intelligent technology, the integration of human wisdom and thinking, to obtain the data perception and thinking, and make effective reasoning and judgments, so as to propose the best solution of the tourism logistics system. At the same time, the wisdom of tourism and logistics is "Internet + logistics" system, an important part. First of all, to improve the logistics system standards, the establishment of the normal operation of tourism logistics enterprises, global coverage of the data center network system, with mechanization, automated logistics technology, cloud computing and large data analysis technology to support tourism logistics enterprises for effective information processes, to achieve a comprehensive scientific operation. The method of large data analysis and related system are used to find the optimal distribution plan. In addition, suppliers and manufacturers should establish a VMI operating mechanism, to achieve inventory and demand information sharing benign cooperation. Improve the openness of management during the operation of logistics system, analyze and optimize transportation goods, strengthen coordination of supply chain management, inventory and sales forecasting, realize the automation and intelligent logistics operation as much as possible, and finally realize accurate demand forecasting. Precise inventory, accurate transport, accurate distribution, to maximize the logistics efficiency of enterprises and reduce logistics costs.

Conclusion

In the Internet mode of thinking, E-Commerce has played an indispensable role in people's lives, such as promoting the social information sharing effectively and economic activities convenient and fast. Penetration and integration of E-Commerce, "Internet +" in the field of tourism logistics provides a new power for the development of tourism logistics to promote tourism self-reconstruction from the development model, operating system, marketing rules and community integration and other aspects. New logistics will show the logistics nodes online and offline, the logistics network multi-dimensional sharing, massive logistics platform struck, and the wisdom of the logistics system and so on. Tourism logistics stand in the brutal growth of EC business; need to help the new era, the new situation to achieve leapfrog development.

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